

**Exhibit C**

# Social Media

## Tips, Guidelines & Best Practices

*For internal use only.*

**NYC**

Digital Strategy

The Mayor's Office of Communications decides whether something is an emergency. They may call for all outbound social posts to be paused, or mandate certain messaging to inform all NYC account followers of critical information.

One specific type of emergency that social media managers might encounter is a cyber attack, such as someone hacking into an agency Twitter account to post rude comments. In case of a suspected cyber attack, [REDACTED]

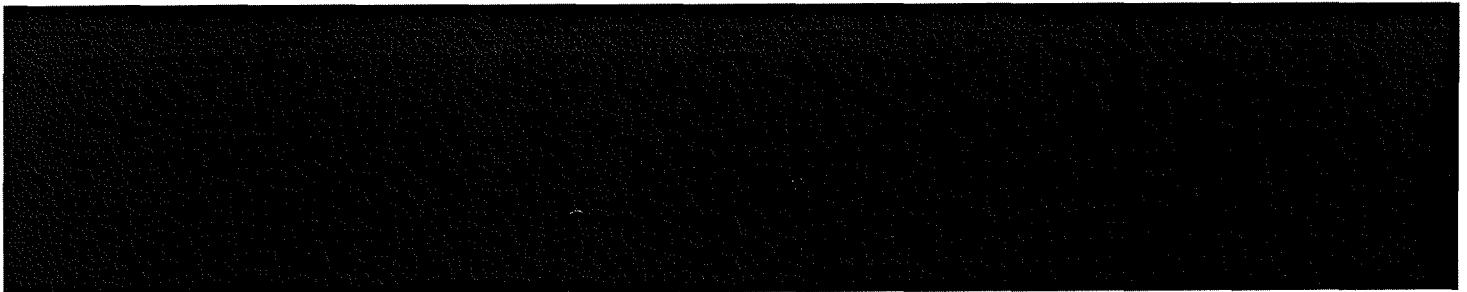
## Accounts for Individuals Rather than Agencies

Within city government, social media accounts are typically created to represent agencies. Occasionally, an agency might want to create an official social media account for an individual, like the head of the department or a press officer.

An account made for a City worker in an official capacity operates differently than that worker's own personal account.

Individuals authorized to post on social media platforms as part of their City work must comply with all City and agency guidelines while doing so. This includes linking to the User Social Media Policy, and retention policies. They may post on City time using City resources, which includes employees. These accounts become public property and do not transfer to the employee's personal use should they leave the City. In other words, if an account was created for a Commissioner to use in her official capacity, she does not get to keep the account after her service is over. The account should be clearly labeled with the official's title, for example Commissioner O'Neill, @NYPDONeill.

A personal account may be turned into an official account, but that account is considered donated to the City and stays with the City should the employee leave. Personnel who wish to use social media in a personal capacity must indicate they are only representing themselves, and cannot do so on City time or use City resources, including personnel. For information on personal use of social media sites during work hours, please check with your agency's Acceptable Use Policy.



Official City Accounts for City Workers	City Worker's Personal Account
May be used for promoting agency work.	May be used for promoting agency work.
May be taken as official agency commentary.	May not be taken as official agency commentary.
Must comply with all City rules and regulations for social media accounts.	Does not have to comply with all City rules and regulations for social media accounts other than agency guidelines specific to personal usage.
May not engage in overtly political endorsements or campaign activity.	May engage in campaign or political activity subject to COIB and other restrictions.
Must archive all posts for FOIL requests.	Is not covered by FOIL under most circumstances if no official business is conducted or discussed.
Must stay with the City and is considered City property.	Does not have to stay with the City, and is considered personal property.
May not delete comments unless they violate the City's terms of service and user policy.	May delete comments as per the owner's discretion.
Can be worked on by City employees apart from the person the account represents.	Cannot be worked on by City employees apart from the owner.
Cannot be transferred for personal use.	May be transferred for official use, but cannot then be transferred back.

## Responding to Requests

If you take any big company and look at their Tweets & Replies, you will see that they actively respond to user complaints and questions.

